

INHALING needn't worry YOUR throat!



THERE'S a lot of difference in cigarettes!

And here's how the five most popular brands stack up—as compared by eminent doctors:*

The other four brands averaged more than three times as irritant as PHILIP MORRIS.

And this irritation—from the other four—lasted more than five times as long!

Sure, you inhale. All smokers do. So—be sure about your cigarette!

REAL PROTECTION
ADDED TO
FINER PLEASURE!

CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE

*Reported in authoritative medical journals.

151 DON'T LET INHALING WORRY YOU



ALL SMOKERS SOMETIMES INHALE—BUT YOUR THROAT NEEDN'T EVEN KNOW IT!

There's a cigarette that not only tastes better—but is proved better for you . . . even when you do inhale!

A vital difference has been found by eminent doctors who compared the leading popular brands. They report that:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS.

Real protection—added to your enjoyment of PHILIP MORRIS' finer-quality tobaccos. No worry about throat irritation even when you inhale!



CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE